

as we never have in the past, because, as has been said, the times have changed, and the conditions of employment now and in the future are getting more and more stringent. This is particularly the case for some of the older men. For them the line is often drawn rigidly at forty-five years of age. Any man over that line is not employed. It is a cruel and often unnecessary situation. This and other injustices can be cured, if at all, only by the united effort of an organization of this kind and by your co-operating with other organizations in similar work throughout the country.

Every day that one of the men who make up the rank and file of an engineering society is out of work is a loss not merely to him and his family, but also to the community. It is a duty as yet only vaguely recognized on the part of the society to see to it that the brother member secures congenial employment at the earliest practicable date. The traditions of the engineering profession, and the unwritten laws seem to penalize the unfortunate engineer who is not immediately employed on the conclusion of one enterprise or on the sudden termination of his former connections. Individual and professional pride prevent him from going outside of the circle of his people. To do this we must propagate throughout the country the kind of publicity which enables the public to know and appreciate what has been done, and to give to the engineer the standing which men of brains deserve, and which they do not get if they do not let the world know what their individual members are doing for the public service and for the up-building of all humanity.

Professional men shy at the word publicity and "go up into the air" at the idea of advertising. The older professions frown upon self-sought publicity. Nevertheless, they have seen to it that the public is at all times kept informed of their activities not as individuals, but as professional men ministering to the needs of humanity.

Many engineers have not been able to clearly distinguish between self-seeking advertising and the proper and necessary publicity or diffusion of information regarding engineering achievements. They have assumed that publicity meant the advertising of some one man or some scheme for personal advancement. They have overlooked the fact that the engineers as a whole cannot perform their full duty to the community until the community is well-informed concerning what has been done and, more than this, what can be done in the way of better water supply, better sewers, better roads, better bridges. The public uninformed little knows of the infinite variety of devices perfected by the engineer which have improved health, comfort and prosperity. While the individual engineer may not properly exploit his own performance, yet the association of which he is a member has a duty to itself, to the public and to the members to put out clearly and frequently statements acceptable to the daily press which systematically bring about the proper appreciation of engineering work.

The third line in which our engineering organizations should co-operate is that which will bring about improved civic conditions, through better laws. In this we have held back. We have thought that the law was something with which a respectable engineer should have nothing to do.

Our professional men, the men who devote their lives to the highest good of the community and whose greatest reward is not in their pay but in the performance of duties to the commonwealth, must be protected from the cheap man, the bungler, the charlatan, the quack, the man who is trying to commercialize the profession. To do this we must have and must enforce an ethical code.

Ethics is a word which has been too little heard at meetings of engineers. We know that there is such a thing and that in the profession of law and medicine the local organizations are frequently discussing and applying the principles of their ethical codes. They have found it absolutely essential to protect the man who puts the practice above the pay from the person who would drag him down and literally starve him out. By experience they have learned that the shyster, and the charlatan easily get the ear of the public and if not restrained will reduce the profession to a mere trade. The highly skilled man devoted to his profession in many lines would be practically unknown, were it not for the fact that the horde of cheap men were held in check by the enforcement of a firm code of ethics.

"It is not enough to set forth a code of ethics as a lamp to straying feet. It is necessary to make it worth while for wobbly practitioners to live up to the code."

"Mere moral suasion no more suffices to keep the professions straight than public opinion suffices to keep the peace. In either case, tribunals and punishment are necessary. The good in each of the professions ought to be organized in order to pursue and harry the bad." (See "The Making of the Professions," by Edward Alsworth Ross, in the *International Journal of Ethics*, October, 1916, pages 67-81.)

In conclusion my message to you is one of appreciation for the excellent work which your society has done and is doing in inspiring other organizations to greater activity. My mission is to call to the attention of all engineer the fact that we must adjust ourselves to the rapid changes which are taking place, and to do this we must get together, exchange ideas, devise standards of efficiency and discuss how each organization, as well as each individual, can reach this efficiency.

To accomplish large results each society should send its delegate to a general meeting and should pay his expenses, this for the present being the limit of its financial ability. Later, however, with the strengthening of each society such as comes from mutual co-operation, it will undoubtedly be possible for each to contribute its share to the expense of a travelling field agent or lecturer, inspector or organizer, as you may please to call him. In the meantime we hope that patriotic and far-seeing men will voluntarily contribute toward carrying on this work of co-operation. It necessarily costs something, even though merely for postage stamps.

The engineer, as in the case of every other individual in modern society, to keep up to the times, and to achieve his ideals, must unite with his fellows and in turn his associations must co-operate and secure the strength and inspiration which comes from good organization. In this way alone will we be able to perform our highest duties to ourselves and to the community.

AN OPPORTUNITY IN FRANCE

A firm in France is anxious to get into touch with someone in Canada who could take charge of the building of small steamships for a large concern. A man with boat building experience is desired. This is a splendid opportunity. Knowledge of the French language would be an advantage. Those interested are asked to communicate in the first instance with Jas. J. Salmond, president of *The Canadian Engineer*, 62 Church Street, Toronto.